

SUPPORTING SUBJECTS

ENRICHMENT SUBJECTS

Year 1



ACADEMIC SKILLS DEVELOPMENT

The emphasis of this micro-module is on academic literacy as an aid to acquiring the knowledge, skills, values, and attitudes students need to succeed in their studies and later in their workplace and career. The module is aimed at providing a solid foundation in academic literacy - combining a thorough description of underlying principles with suggested procedures for applying these principles in compiling assignments.

THEORITICAL SUBJECTS

Year 1

BUSINESS MANAGEMENT 1

The purpose of this module is to provide knowledge and an understanding of the basic concepts, tasks, theories, and principles of the field of business management and apply these to situations within the organisation.





BUSINESS STATISTICS

The task of statistical analysis is to help generate accurate information for major decision-makers in the world of business. The required information is often used to design a marketing strategy. For this reason, the collected information will assist in identifying marketing opportunities and threats, formulating marketing plans and actions, and evaluating and improving overall marketing performance.

ECONOMIC PRINCIPLES

Economics encompasses several theories and principles from both a micro-economic and macro-economic context, which a student should become familiar with to be able to apply them in everyday life. Students should become acquainted with the broad context of economics to understand how it applies not only to the business world but also to everyday life. In a business sense, it is important to understand how economics applies to management, marketing, and business communication in other modules.



FINANCIAL MANAGEMENT 1

This module will furnish the student with the ability to offer a competitive proposition in any business or entrepreneurial venture and gain the ability to measure and communicate decisions regarding marketing and business-related activities. Marketers may be assumed to be suppressed from time to time and excluded from certain 'boardroom conversations' as they may be assumed not to be able to communicate in 'the language of business' that involves finance. The financial management set of modules have been specifically designed to teach students how to accurately measure the possible short- and long-term shareholder value effects of both operational and strategic marketing decisions. Finance is not just done 'for the sake of it' but because it will add tremendous value to the qualification as the student will be able to partake in dialogue at the appropriate level to communicate the value that creating marketing opportunities provides to the rest of the organisation.

_0 SUPPORTING SUBJECTS

MARKETING 1

This module aims to instil an informed understanding of the key terms, concepts, facts, general principles, rules, and theories related to the marketing field. This understanding will equip the students with the basic application skills in marketing-related fields and a general understanding of the practical relevance and importance of the role that marketing plays in business. Ultimately, this module will provide students with the necessary foundation of marketing practice.



Year 2



BUSINESS MANAGEMENT 2

The purpose of this module is to develop an understanding of what business management entails, specifically the nature of management, the functional areas of management, and contemporary issues in management.

RESEARCH THEORY

To provide marketing students with a thorough introduction to the practice of market and social research.



SALES AND KEY ACCOUNTS MANAGEMENT

The purpose of this module is to provide students in both private, public, and voluntary sectors with an overview of the model of relationship selling and sales management, as well as an understanding of the crucial role of key account management. The module provides students with core knowledge about sales and key account management principles, problems, decisions, actions and the skills to apply that knowledge.



FINANCIAL MANAGEMENT 2

Financial Management means planning, organising, directing, and controlling the financial activities, such as procurement and utilisation of funds of the firm. In short, it means applying general management principles to the financial resources of the firm. From a marketing perspective, it is important to understand how the activities pursued will be affected by the finance function, such as the firm's cash and credit management policies, ethical behaviours, the role of financial markets in raising capital, as well as other financial issues.



MARKETING 2

This module aims to instil a clear understanding of how to solve practical marketing problems in various types of organisations, such as retail-driven, service-related, business-to-business, government-related, and NPOs, and in specific, to learn how to apply the marketing mix in the various types of organisations.



Year 3

MARKETING 3

This module explores the strategic application of marketing in different organisations and conditions to develop a sustainable competitive advantage.



BUSINESS MANAGEMENT 3

The purpose of this module is to enable students to take a strategic view of an organisation in order to align strategies with objectives.



_0 SUPPORTING SUBJECTS

BUSINESS PROJECT

The purpose of this module is to give students experience in writing a business plan.



MARKETING RESEARCH PROJECT

The purpose of this module is to give students insight into the types of functions a marketing research individual will be exposed to in a working environment.

DIGITAL MARKETING APPLICATION

This module explores the practice of digital marketing, delivering communications using digital media channels, and how to evaluate and improve digital channel performance.



Year 4



ADVANCED RESEARCH THEORY

The purpose of this module is to provide senior marketing, supply chain and research managers with the insight and skills required to recognise, obtain, and use relevant information in their business operations.

ADVANCED STRATEGIC MARKETING

The purpose of this project is to develop techniques used for the development of a strategic marketing process.



ADVANCED MARKETING APPLICATION REPORT

The purpose of this report is to provide the opportunity for postgraduate students to gain practical experience associated with their studies in the marketing industry.

It involves finding recent, relevant, and sufficient secondary data, analysing the data, and using that data in:

- choosing applicable theory and models to use as benchmarking tools for the topic,
- applying relevant marketing theory and concepts at a strategic level,
- conducting proper marketing audits by comparing what the company/industry is currently doing against what the theory and models suggest,
- critically summarising and analysing findings,
- coming to a logical conclusion, and making strategic recommendations.



ADVANCED DIGITAL MARKETING

This module provides an overview of the subject field of digital marketing and helps students understand how digital marketing adds value to a business. Given almost every company has a website and that many are using their websites for both acquisition and customer retention, it is critical for those in the marketing field to be familiar with digital marketing concepts.

Furthermore, it is the intention of this module to provide students with the knowledge to plan and design a digital marketing strategy using the SOSTAC approach, as well as measure and evaluate digital strategies to optimise digital channels on an ongoing basis.

The module also aims to instil an informed understanding of the key terms, concepts, facts, general principles, rules, and theories relating to the digital marketing field and to equip students with a general understanding of the practical relevance and importance of the role that advanced digital marketing plays in business.

Ultimately, this module provides the foundation necessary for digital marketing practice.

ADVANCED MARKETING RESEARCH REPORT

The purpose of this module is to gain a broad, practical understanding of how to plan and execute a primary research project to gather the necessary information to inform decisions regarding marketing issues or problems. This is facilitated through exposure to theoretical and practical issues. Evidence of the ability to do this will be illustrated by embarking on the research process for gathering primary data and presenting an academically sound research report.



CURRICULUM

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Academic Skills Development ▪ ASD Business Management 1 ▪ BM101B Business Statistics ▪ BS101B Economic Principles ▪ ECOP101B Financial Management 1 ▪ FM101B Marketing 1 ▪ MAR101B	Business Management 2 ▪ BM202B Research: Theory ▪ RT201B Sales and Key Accounts Management ▪ SKAM201B Financial Management 2 ▪ FM202B Marketing 2 ▪ MAR202B	Marketing 3 ▪ MAR303B Business Management 3 ▪ BM303B Business Project ▪ BP304 Marketing Research: Project ▪ MRP302B Digital Marketing Application ▪ DMA001B	Advanced Digital Marketing ▪ ADM401H Advanced Marketing Application Report ▪ AMAR401H Advanced Research: Theory ▪ ART402H Advanced Research: Theory ▪ ASM401H
ELECTIVE STREAMS			
Project Management 1 ▪ PRM101B Supply Chain Management 1 ▪ SCM101B	Project Management 2 ▪ PRM202B Supply Chain Management 2 ▪ SCM202B	Project Management 3 ▪ PRM303B Supply Chain Management 3 ▪ SCM303B	